CLAIMS

What is claimed is:

1. A method for providing enhanced advertising of a 2-D video broadcast, comprising:

receiving the 2-D video broadcast, wherein the 2-D video broadcast comprises a 2-D advertisement containing a 2-D image, and one or more 3-D shapes of text;

generating a 3-D highlighted image from the 2-D image;

applying the 3-D shapes of text to the 3-D highlighted image to generate a localized 3-D highlighted image; and

displaying the localized 3-D highlighted image to a specific viewer.

2. The method according to claim 1, wherein applying the 3-D shapes of text comprises:

using the 3-D shapes of text as a template; and

cutting the 3-D highlighted image around the template.

3. The method according to claim 2, wherein applying the 3-D shapes of text further comprises displaying a color to contrast the 3-D highlighted image.

4. The method according to claim 1, wherein applying the 3-D shapes of text further comprises embossing the 3-D shapes of text within the 3-D highlighted image.

5. The method according to claim 1, wherein applying the 3-D shapes of text further comprises raising the 3-D shapes of text above the 3-D highlighted image.

6. The method according to claim 1, further comprising selecting a specific 3-D shapes of text for the specific viewer.

7. A system for providing enhanced advertising of a 2-D video broadcast, comprising:

means for receiving the 2-D video broadcast, wherein the 2-D video broadcast comprises a 2-D advertisement containing a 2-D image, and one or more 3-D shapes of text;

means for generating a 3-D highlighted image from the 2-D image;

means for applying the 3-D shapes of text to the 3-D highlighted image to generate a localized 3-D highlighted image; and

means for displaying the localized 3-D highlighted image to a specific viewer.

8. The system according to claim 7, wherein the means for applying the 3-D shapes of text comprises:

means for using the 3-D shapes of text as a template; and

means for cutting the 3-D highlighted image around the template.

9. The system according to claim 8, wherein the means for applying the 3-D shapes of text further comprises means for displaying a color to contrast the 3-D highlighted image.

10. The system according to claim 7, wherein the means for applying the 3-D shapes of text further comprises means for embossing the 3-D shapes of text within the 3-D highlighted image.

11. The system according to claim 7, wherein the means for applying the 3-D shapes of text further comprises means for raising the 3-D shapes of text above the 3-D highlighted image.

12. The system according to claim 7, further comprising means for selecting a specific 3-D shapes of text for the specific viewer.

13. A computer-readable medium having stored thereon a plurality of instructions for providing enhanced advertising of a 2-D video broadcast, said plurality of instructions when executed by a computer, cause said computer to perform:

receiving the 2-D video broadcast, wherein the 2-D video broadcast comprises a 2-D advertisement containing a 2-D image, and one or more 3-D shapes of text;

generating a 3-D highlighted image from the 2-D image;

applying the 3-D shapes of text to the 3-D highlighted image to generate a localized 3-D highlighted image; and

displaying the localized 3-D highlighted image to a specific viewer.

14. The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by a computer for applying the 3-D shapes of text, cause said computer to further perform:

using the 3-D shapes of text as a template; and

cutting the 3-D highlighted image around the template.

15. The computer-readable medium of claim 14 having stored thereon additional instructions, said additional instructions when executed by a computer for applying the 3-D shapes of text, cause said computer to further perform displaying a color to contrast the 3-D highlighted image.

16. The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by a computer for applying the 3-D shapes of text, cause said computer to further perform embossing the 3-D shapes of text within the 3-D highlighted image.

17. The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by a computer for applying the 3-D shapes of text, cause said computer to further perform raising the 3-D shapes of text above the 3-D highlighted image.

18. The computer readable medium according to claim 13, having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform selecting a specific 3-D shapes of text for the specific viewer.

19. A set top box for generating 3-D enhanced advertising from 2-D video broadcasts, comprising:

a processor coupled to a bus; and

a storage device coupled to the bus, wherein the storage device is configured to store instructions executed by the processor;

wherein the processor receives the 2-D video broadcast, wherein the 2-D video broadcast comprises a 2-D advertisement containing a 2-D image, and one or more 3-D shapes of text; generates a 3-D highlighted image from the 2-D image; applies the 3-D shapes of text to the 3-D highlighted image to generate a localized 3-D highlighted image; and displays the localized 3-D highlighted image to a specific viewer.

20. The set top box of claim 19, wherein the processor uses the 3-D shapes of text as a template; and cuts the 3-D highlighted image around the template.

21. The set top box of claim 20 wherein the processor displays a color to contrast the 3-D highlighted image.

22. The set top box of claim 19, wherein the processor embosses the 3-D shapes of text within the 3-D highlighted image.

23. The set top box of claim 19, wherein the processor raises the 3-D shapes of text above the 3-D highlighted image.

24. The set top box of claim 19, wherein the processor selects a specific 3-D shapes of text for the specific viewer.